

WHAT IS CLAIMED:

Sub A17  
1. A transmitting method for transmitting a predetermined broadcast signal together with predetermined additional information, said method comprising:

a constructing step for constructing said additional information in which acquiring information necessary to acquire related data related to said broadcast signal is disposed, and

a transmitting step for transmitting said broadcast signal, and transmitting said additional information, in which said acquiring information concerning said related data related to this broadcast signal is disposed, on plural occasions during the transmission of said broadcast signal.

2. A transmitting method as claimed in claim 1, wherein said additional information in which said acquiring information is disposed is transmitted periodically in said transmitting step.

3. A transmitting method as claimed in claim 1, further comprising an error detection/correction step for performing error detection/correction on said additional information.

4. A transmitting method as claimed in claim 3, wherein said additional information is transmitted in units on which error detection/correction has been performed.

5. A transmitting method as claimed in claim 1, wherein said acquiring information comprises unique information uniquely assigned to said related data.

6. A transmitting method as claimed in claim 1, wherein said acquiring information comprises recognizing information useful for recognizing the content of said related data.

7. A transmitting method as claimed in claim 1, wherein said acquiring information comprises access information used for accessing an access location where said related data is provided.

8. A transmitting method as claimed in claim 1, wherein said additional information in predetermined units comprises said acquiring information according to claim 1 when said additional information is transmitted in predetermined units.

9. A transmitting method as claimed in claim 1, wherein said related data is video data or audio data when said broadcast signal is predetermined video data or audio data.

10. A transmitting method as claimed in claim 1, wherein said related data is a computer program when said broadcast signal is video data or audio data obtained by executing a predetermined computer program.

11. A transmitting method as claimed in claim 1, wherein information useful for recognizing the content of said related data is disposed in said additional information in addition to said acquiring information in said constructing step.

12. A transmitting method as claimed in claim 1, wherein said related data is disposed in said additional information in addition to said acquiring information in said constructing step.

13. A transmitting method as claimed in claim 12, wherein said related data in which said additional information is disposed, is encoded.

14. A transmitting method as claimed in claim 1, wherein said broadcast signal is a signal in which a second signal is superimposed on a first signal.

Sub A17 (15.) A transmitting method as claimed in claim 14, wherein said first signal is a predetermined image or sound, and said second signal is noise apart from said image or sound.

16. A transmitting method as claimed in claim 14, wherein said second signal is also disposed in said additional information in addition to said acquiring information in said constructing step.

Sub A17 (17.) A transmitting method as claimed in claim 16, wherein said second signal disposed in said additional information is encoded.

(18.) A transmitting method as claimed in claim 14, wherein said first signal is a first image or sound, said second signal is a second image or sound, and part of said first image or sound and said second image or sound overlap in time in said broadcast signal.

(19.) A transmitting method as claimed in claim 18, wherein the end of said first image or sound and the beginning of said second image or sound overlap when said first image or sound is transmitted first, and said second image or sound is transmitted later.

(20.) A transmitting method as claimed in claim 18, wherein the time amplitude of the part where part of said first image or sound

and said second image or sound overlap, is variable.

21. A transmitting method as claimed in claim 18, wherein the time amplitude of the part where part of said first image or sound and said second image or sound overlap in said constructing step, is contained in said additional information.

22. A transmitting method as claimed in claim 18, wherein said additional information, in which said first image or sound or said second image or sound of the overlapping part is also disposed in addition to said acquiring information, is constructed in said constructing step.

23. A transmitting method as claimed in claim 22, wherein said additional information, in which said first image or sound or said second image or sound of the overlapping part is disposed, is transmitted together with said broadcast signal corresponding to either said first image or sound, or a broadcast signal corresponding to said second image or sound, or to both, in said transmitting step.

24. A transmitting method as claimed in claim 22, wherein said first image or sound or said second image or sound in the overlapping part disposed in said additional information is encoded.

25. A transmitting method as claimed in claim 1, further comprising a splitting step for splitting said related data into a first component and a second component, wherein:

said first component is transmitted as said broadcast signal in said transmitting step.

26. A transmitting method as claimed in claim 25, wherein said second component is also disposed in said additional information in addition to said acquiring information, in said constructing step.

27. A transmitting method as claimed in claim 26, wherein said second component disposed in said additional information is encoded.

28. A transmitting method as claimed in claim 25, wherein said related data is video data or audio data,

said first component is a low region component or an upper bit of said video data or audio data, and

said second component is a high region component or a lower bit of said video data or audio data.

29. A transmitting method as claimed in claim 1, wherein said acquiring information comprises access information used for accessing a database in which said related information is stored.

30. A transmitting method as claimed in claim 29, wherein said acquiring information comprises unique information uniquely assigned to said related data in addition to said access information.

31. A transmitting method as claimed in claim 30, wherein said unique information is an ISRC (International Standard Recording

Code) .

32. A transmitting method as claimed in claim 1, wherein, when said broadcast signal is a broadcast program of songs, said additional information comprises the titles of said songs, names of singers singing said songs, names of companies manufacturing the recording media on which said songs are recorded, jacket photos for said recording media, photos of said singers, or a part of said songs recorded on said recording media in said constructing step.

33. A transmitting method as claimed in claim 1, wherein said additional information comprises information for a visual or audio advertisement or publicity when said broadcast signal is a predetermined image or sound in said constructing step.

34. A transmitting device for transmitting a predetermined broadcast signal together with predetermined additional information, said device comprising:

constructing means for constructing said additional information in which acquiring information necessary to acquire related data related to said broadcast signal is disposed, and

transmitting means for transmitting said broadcast signal and transmitting said additional information, in which said acquiring information concerning said related data related to this broadcast signal is disposed, on plural occasions during the transmission of said broadcast signal.

35. A transmitting device as claimed in claim 34, further comprising error detection/correction means for performing error detection/correction on said additional information.

36. A transmitting device as claimed in claim 35, wherein said additional information is transmitted in units on which error detection/correction has been performed.

37. A transmitting device as claimed in claim 34, wherein said transmitting means periodically transmits said additional information in which said acquiring information is disposed.

38. A transmitting device as claimed in claim 34, wherein said acquiring information comprises unique information uniquely assigned to said related data.

39. A transmitting device as claimed in claim 34, wherein said acquiring information comprises recognizing information useful for recognizing the content of said related data.

40. A transmitting device as claimed in claim 34, wherein said acquiring information comprises access information used for accessing an access location where said related data is provided.

41. A transmitting device as claimed in claim 34, wherein said related data is video data or audio data when said broadcast signal is predetermined video data or audio data.

42. A transmitting device as claimed in claim 34, wherein said related data is a computer program when said broadcast signal is video data or audio data obtained by executing a predetermined

computer program.

43. A transmitting device as claimed in claim 34, wherein information useful for recognizing the content of said related data is disposed in said additional information in addition to said acquiring information in said constructing step.

44. A transmitting device as claimed in claim 34, wherein said related data is disposed in said additional information in addition to said acquiring information in said constructing step.

45. A transmitting device as claimed in claim 44, wherein said related data in which said additional information is disposed, is encoded.

46. A transmitting device as claimed in claim 34, wherein said broadcast signal is a signal in which a second signal is superimposed on a first signal.

47. A transmitting device as claimed in claim 46, wherein said constructing means constructs said additional information by superimposing said second signal in addition to said acquiring information.

Sub A 48. A transmitting device as claimed in claim 47, wherein said second signal disposed in said additional information is encoded.

49. A transmitting device as claimed in claim 46, wherein said first signal is a first image or sound, said second signal is a second image or sound, and part of said first image or sound and said second image or sound overlap in time in said broadcast signal.



50. A transmitting device as claimed in claim 49, wherein said constructing means constructs said additional information by disposing said first image or sound or said second image or sound of the overlapping part in addition to said acquiring information.

51. A transmitting device as claimed in claim 50, wherein said transmitting means transmits said additional information, in which said first image or sound or said second image or sound of the overlapping part is disposed, together with said broadcast signal corresponding to either said first image or sound, or a broadcast signal corresponding to said second image or sound, or to both.

52. A transmitting device as claimed in claim 51, wherein said first image or sound or said second image or sound in the overlapping part disposed in said additional information is encoded.

53. A transmitting device as claimed in claim 34, further comprising splitting means for splitting said related data into a first component and a second component, wherein:

said transmitting means transmits said first component as said broadcast signal.

54. A transmitting device as claimed in claim 53, wherein said constructing means constructs said additional information by disposing said second component in addition to said acquiring information.

55. A transmitting device as claimed in claim 54, wherein said second component disposed in said additional information is encoded.

56. A transmitting device as claimed in claim 53, wherein said related data is video data or audio data,

said first component is a low region component or an upper bit of said video data or audio data, and

said second component is a high region component or a lower bit of said video data or audio data.

57. A transmitting device as claimed in claim 34, wherein said acquiring information comprises access information used for accessing a database in which said related information is stored.

58. A receiving method for receiving a predetermined broadcast signal together with predetermined additional information in which acquiring information necessary to acquire related data related to this broadcast signal is disposed, comprising:

a receiving step for receiving said broadcast signal and additional information, and

an acquiring information storing step for storing said acquiring information disposed in said additional information when there is a predetermined input.

59. A receiving method as claimed in claim 58, further comprising an error detection/correction step for performing

error detection/correction on said additional information.

60. A receiving method as claimed in claim 58, further comprising a temporary storage step for temporarily storing said broadcast signal received in said receiving step.

61. A receiving method as claimed in claim 58, further comprising a temporary storage step for temporarily storing said additional information received in said receiving step.

62. A receiving method as claimed in claim 61, wherein said storage contents are updated by newly received additional information on each occasion when new additional information is received in said temporary storage step.

63. A receiving method as claimed in claim 58, wherein said additional information in which said acquiring information concerning said related data related to said broadcast signal is received on plural occasions while said broadcast signal is being transmitted.

64. A receiving method as claimed in claim 63, wherein said additional information is transmitted periodically.

65. A receiving method as claimed in claim 63, wherein said acquiring information, which is disposed in said additional information transmitted on plural occasions, is stored in said acquiring information storing step when said predetermined input occurs.

66. A receiving method as claimed in claim 58, wherein said

acquiring information comprises unique information uniquely assigned to said related data.

67. A receiving method as claimed in claim 58, wherein said acquiring information comprises recognizing information useful for recognizing the content of said related data.

68. A receiving method as claimed in claim 58, wherein said acquiring information comprises access information used for accessing an access location where said related data is provided.

69. A receiving method as claimed in claim 58, further comprising an outputting step for outputting said acquiring information.

70. A receiving method as claimed in claim 58, wherein said related data is video data or audio data when said broadcast signal is predetermined video data or audio data.

71. A receiving method as claimed in claim 58, wherein said related data is a computer program when said broadcast signal is video data or audio data obtained by executing a predetermined computer program.

72. A receiving method as claimed in claim 58, wherein information useful for recognizing the content of said related data is disposed in said additional information in addition to said acquiring information.

73. A receiving method as claimed in claim 72, further comprising an outputting step for outputting information useful

for recognizing the content of said related data.

74. A receiving method as claimed in claim 58, wherein said related data is also disposed in said additional information in addition to said acquiring information.

75. A receiving method as claimed in claim 74, further comprising a related data storing step for storing said related data disposed in said additional information when said predetermined input occurs.

76. A receiving method as claimed in claim 75, wherein said related data disposed in said additional information is encoded.

77. A receiving method as claimed in claim 76, further comprising an acquiring step for acquiring a decoding key for decoding said related data based on said acquiring information.

78. A receiving method as claimed in claim 77, further comprising a decoding step for decoding said related data based on said decoding key.

79. A receiving method as claimed in claim 58, further comprising an acquiring step for acquiring said related data stored in a database based on said acquiring information when said related data is stored in a predetermined database.

80. A receiving method as claimed in claim 79, wherein a decoding key for decoding said related data is also acquired in said acquiring step when said related data stored in said database is encoded.

81. A receiving method as claimed in claim 80, further comprising a decoding step for decoding said related data based on said decoding key.

82. A receiving method as claimed in claim 58, wherein said broadcast signal comprises a second signal superimposed on a first signal.

83. A receiving method as claimed in claim 82, wherein said second signal is also disposed in said additional information.

84. A receiving method as claimed in claim 83, wherein said second signal disposed in said additional information is encoded.

85. A receiving method as claimed in claim 84, further comprising an acquiring step for acquiring a decoding key for decoding said second signal based on said acquiring information.

86. A receiving method as claimed in claim 85, further comprising a decoding step for decoding said second signal based on said decoding key.

87. A receiving method as claimed in claim 86, further comprising a generating step for generating said related data based on said broadcast signal and said second signal.

88. A receiving method as claimed in claim 82, wherein said first signal is a first image or sound, said second signal is a second image or sound, and part of said first image or sound and said second image or sound overlap in time in said broadcast signal.

89. A receiving method as claimed in claim 88, wherein said

first image or sound or said second image or sound of the overlapping part is also disposed in said additional information.

90. A receiving method as claimed in claim 89, wherein said first image or sound or said second image or sound of the overlapping part disposed in said additional information, is encoded.

91. A receiving method as claimed in claim 90, further comprising a step for acquiring a decoding key for decoding said first image or sound or said second image or sound of the overlapping part based on said acquiring information.

92. A receiving method as claimed in claim 91, wherein said first image or sound or said second image or sound of the overlapping part is decoded based on said decoding key.

93. A receiving method as claimed in claim 92, further comprising a generating step for generating said related data using said broadcast signal, and said first image or sound or said second image or sound of the overlapping part.

94. A receiving method as claimed in claim 58, wherein said related data is split into a first component and second component, and said first component is transmitted as said broadcast signal.

95. A receiving method as claimed in claim 94, wherein said second component is also disposed in said additional information.

96. A receiving method as claimed in claim 95, wherein said second component disposed in said additional information is

encoded.

97. A receiving method as claimed in claim 96, further comprising an acquiring step for acquiring a decoding key for decoding said second component based on said acquiring information.

98. A receiving method as claimed in claim 97, further comprising a decoding step for decoding said second component based on said decoding key.

99. A receiving method as claimed in claim 98, further comprising a generating step for generating said related data using said broadcast signal and said second signal.

100. A receiving method as claimed in claim 94, wherein said related data is video data or audio data,

said first component is a low region component or an upper bit of said video data or audio data, and

said second component is a high region component or a lower bit of said video data or audio data.

101. A receiving device for receiving a predetermined broadcast signal together with predetermined additional information in which acquiring information necessary to acquire related data related to this broadcast signal is disposed, comprising:

receiving means for receiving said broadcast signal and additional information, and



acquiring information storing means for storing said acquiring information disposed in said additional information when there is a predetermined input.

102. A receiving device as claimed in claim 101, further comprising error detection/correction means for performing error detection/correction on said additional information.

103. A receiving device as claimed in claim 101, further comprising temporary storage means for temporarily storing said broadcast signal received by said receiving means.

104. A receiving device as claimed in claim 101, further comprising temporary storage means for temporarily storing said additional information received by said receiving means.

105. A receiving device as claimed in claim 104, wherein said storage contents are updated by newly received additional information on each occasion when new additional information is received by said temporary storage means.

106. A receiving device as claimed in claim 101, wherein said additional information in which said acquiring information concerning said related data related to said broadcast signal is received on plural occasions while said broadcast signal is being transmitted.

107. A receiving device as claimed in claim 106, wherein said additional information is transmitted periodically.

108. A receiving device as claimed in claim 106, wherein said

acquiring information storage means stores said acquiring information disposed in said additional information transmitted on plural occasions when said predetermined input occurs.

109. A receiving device as claimed in claim 101, wherein said acquiring information comprises unique information uniquely assigned to said related data.

110. A receiving device as claimed in claim 101, wherein said acquiring information comprises recognizing information useful for recognizing the content of said related data.

111. A receiving device as claimed in claim 101, wherein said acquiring information comprises access information used for accessing an access location where said related data is provided.

112. A receiving device as claimed in claim 101, further comprising outputting means for outputting said acquiring information.

113. A receiving device as claimed in claim 101, wherein said related data is video data or audio data when said broadcast signal is predetermined video data or audio data.

114. A receiving device as claimed in claim 101, wherein said related data is a computer program when said broadcast signal is video data or audio data obtained by executing a predetermined computer program.

115. A receiving device as claimed in claim 101, wherein information useful for recognizing the content of said related

data is disposed in said additional information in addition to said acquiring information.

116. A receiving device as claimed in claim 115, further comprising outputting means for outputting information useful for recognizing the content of said related data.

117. A receiving device as claimed in claim 101, wherein said related data is also disposed in said additional information in addition to said acquiring information.

118. A receiving device as claimed in claim 117, further comprising related data storing means for storing said related data disposed in said additional information when said predetermined input occurs.

119. A receiving device as claimed in claim 118, wherein said related data disposed in said additional information is encoded.

120. A receiving device as claimed in claim 119, further comprising acquiring means for acquiring a decoding key for decoding said related data based on said acquiring information.

121. A receiving device as claimed in claim 120, further comprising decoding means for decoding said related data based on said decoding key.

122. A receiving device as claimed in claim 101, further comprising acquiring means for acquiring said related data stored in a database based on said acquiring information when said related data is stored in a predetermined database.

123. A receiving device as claimed in claim 122, wherein said acquiring means also acquires a decoding key for decoding said related data when said related data stored in said database is encoded.

124. A receiving device as claimed in claim 123, further comprising decoding means for decoding said related data based on said decoding key.

125. A receiving device as claimed in claim 101, wherein said broadcast signal comprises a second signal superimposed on a first signal.

126. A receiving device as claimed in claim 125, wherein said second signal is also disposed in said additional information.

127. A receiving device as claimed in claim 126, wherein said second signal disposed in said additional information is encoded.

128. A receiving device as claimed in claim 127, further comprising acquiring means for acquiring a decoding key for decoding said second signal based on said acquiring information.

129. A receiving device as claimed in claim 128, further comprising decoding means for decoding said second signal based on said decoding key.

130. A receiving device as claimed in claim 129, further comprising generating means for generating said related data based on said broadcast signal and said second signal.

131. A receiving device as claimed in claim 125, wherein said

first signal is a first image or sound, said second signal is a second image or sound, and part of said first image or sound and said second image or sound overlap in time in said broadcast signal.

132. A receiving device as claimed in claim 131, wherein said first image or sound or said second image or sound of the overlapping part is also disposed in said additional information.

133. A receiving device as claimed in claim 132, wherein said first image or sound or said second image or sound of the overlapping part disposed in said additional information, is encoded.

134. A receiving device as claimed in claim 133, further comprising acquiring means for acquiring a decoding key for decoding said first image or sound or said second image or sound of the overlapping part based on said acquiring information.

135. A receiving device as claimed in claim 134, further comprising decoding means for decoding said first image or sound or said second image or sound of the overlapping part based on said decoding key.

136. A receiving device as claimed in claim 135, further comprising generating means for generating said related data using said broadcast signal, and said first image or sound or said second image or sound of the overlapping part.

137. A receiving device as claimed in claim 101, wherein said related data is split into a first component and second component,

and said first component is transmitted as said broadcast signal.

138. A receiving device as claimed in claim 137, wherein said second component is also disposed in said additional information.

139. A receiving device as claimed in claim 138, wherein said second component disposed in said additional information is encoded.

140. A receiving device as claimed in claim 139, further comprising acquiring means for acquiring a decoding key for decoding said second component based on said acquiring information.

141. A receiving device as claimed in claim 140, further comprising decoding means for decoding said second component based on said decoding key.

142. A receiving device as claimed in claim 141, further comprising generating means for generating said related data using said broadcast signal and said second signal.

143. A receiving device as claimed in claim 137, wherein said related data is video data or audio data,

said first component is a low region component or an upper bit of said video data or audio data, and

said second component is a high region component or a lower bit of said video data or audio data.

144. A transfer method of a transfer system comprising a transmitting device for transmitting a predetermined broadcast

signal together with predetermined additional information, and a receiving device for receiving said predetermined broadcast signal together with said predetermined additional information, wherein

said transmitting device comprises:

a constructing step for constructing said additional information in which acquiring information necessary to acquire related data related to said broadcast signal is disposed, and

a transmitting step for transmitting said broadcast signal, and transmitting said additional information, in which said acquiring information concerning said related data related to this broadcast signal is disposed, on plural occasions during the transmission of said broadcast signal, and

said receiving device comprises:

a receiving step for receiving said broadcast signal and additional information, and

an acquiring information storing step for storing said acquiring information disposed in said additional information when there is a predetermined input.

145. A transfer system comprising a transmitting device for transmitting a predetermined broadcast signal together with predetermined additional information, and a receiving device for receiving said predetermined broadcast signal together with said predetermined additional information wherein

said transmitting device comprises:

constructing means for constructing said additional information in which acquiring information necessary to acquire related data related to said broadcast signal is disposed, and

transmitting means for transmitting said broadcast signal, and transmitting said additional information, in which said acquiring information concerning said related data related to this broadcast signal is disposed, on plural occasions during the transmission of said broadcast signal, and

said receiving device comprises:

receiving means for receiving said broadcast signal and additional information, and acquiring information storing means for storing said acquiring information disposed in said additional information when there is a predetermined input.

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